

Semantic Web Technologies II

SS 2009

10.06.2009

Semantic Web 2.0 I – Web 2.0

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Dr. Stephan Grimm
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PD Dr. Pascal Hitzler
Denny Vrandečić



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Übersicht

- Heute: Web 2.0
- 17. Juni 2009: Semantic MediaWiki
(Gastvortrag Markus Krötzsch)
- 24. Juni 2009: Semantic Web 2.0 im Allgemeinen
- Übung am 15. Juni wird verschoben
 - Stattdessen später im Semester freiwillige Vorträge
 - 22. Juni findet wahrscheinlich statt

Web 2.0



(this site is in no way aff



pics	price	bd	description
	\$1925	2bd	Fabulous Campbell Townhome For Rent
	\$1720	2bd	2BA-Lg1060 SqFt! Quiet, Split-Level, Fp, Ge Apps, streams, Pool/Spa/Fi
	\$1545	1bd	Grt Nghbrd!700+SqFt,Ac,Lg Pat/Balc,7 Pools,Spa, Streams,Ge Apps,Granit
	\$1795	2bd	Lg 1050 SqFt Cuptino Brdr, Ge Apps, Granite Cts! Ac, Pool, Sp Fitnes
	\$1695	2bd	Excellent Th! 2-Bdrm, 1000SqF Grt Location! Ge Apps, Ac, Fp, Pool/Sp
	\$1620	2bd	Quiet, Pool, Spa, Fitnss, Great of El Camino Neighborhood *
	\$2000	4bd	New House for Rent!
	\$1770	3bd	2 ba Blossom Hill Townhouse, Balcony, San Jose, Ca
	\$1735	2bd	Top floor, garage, sunlight, full size washer/dryer, come see!
	\$1900	3bd	Gorgeous Executive Townhome in Morgan Village
	\$1742	1bd	Fully Remodeled! Hardwood Floors! Front Loading Washer Dryer!
	\$1595	2bd	Los Gatos - Downtown - Great Home/Duplex - Private Yard
	\$1600	2bd	Creekside Condo available Jun 15th
	\$1700	3bd	3 BR/2 BA Cambrian Duplex (Near both 87 & 85)
	\$1650	3bd	College Park and The Alameda Duplex
	\$1600	2bd	Condo
	\$1550	2bd	Beautiful 2 Bd/1BA Condo-Blossom Valley/Oakridge Mall-Lease to Own
	\$1645	3bd	Duplex--Naglee and The Alameda
	\$2000	3bd	Gorgeous Capitola Home for Ucsd Students 2007 - 2008
	\$1800	3bd	Duplex

Was ist Web 2.0?

- Coole Webseite
- Ein Vokal fehlt im Namen
- Runde Ecken
- Easy
- Registrieren in 3 Schritten

Everything 2.0: <http://bobstumpel.blogspot.com/>

Was ist Web 2.0?

Tim O'Reilly:

“Web 2.0 is the business revolution in the computer industry caused by the move to the **internet as platform**, and an attempt to understand the rules for success on that new platform. Chief among those rules is this: Build applications that harness **network effects to get better the more people use them.**”

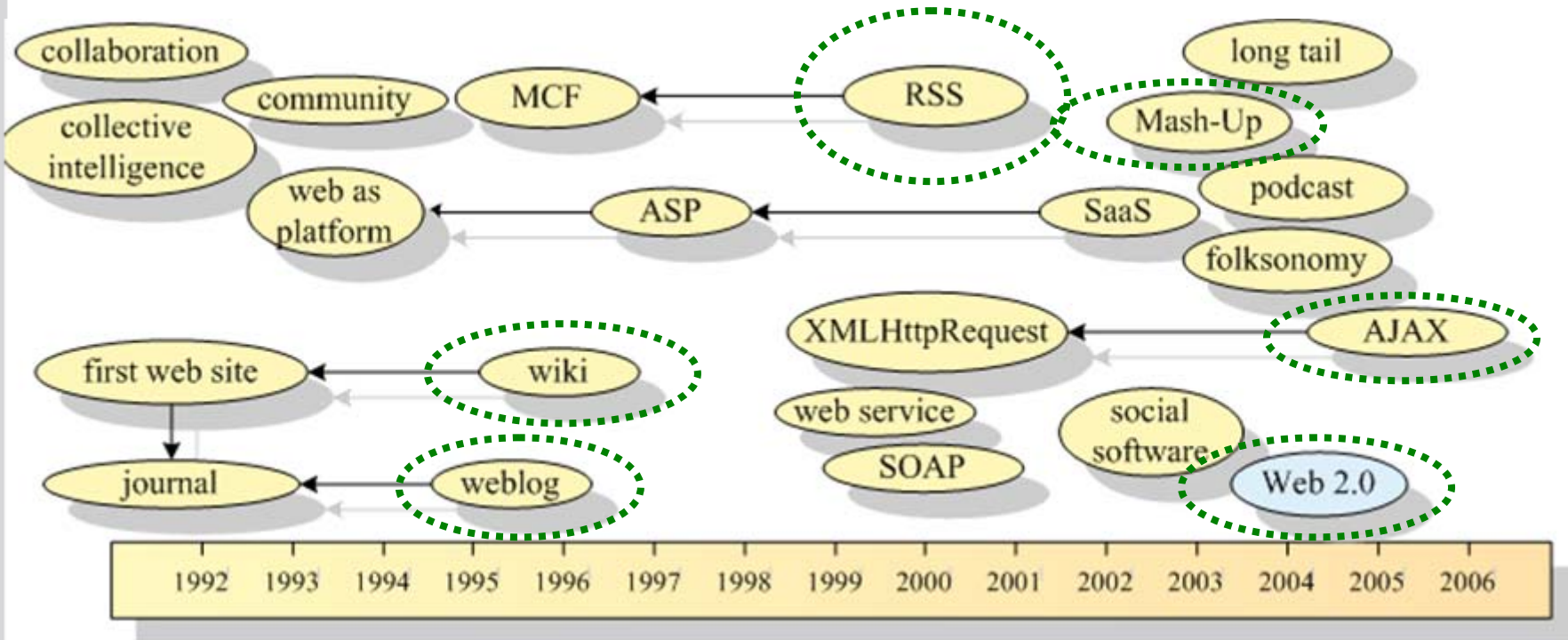
Tim O'Reilly (10.Dezember 2006). Web 2.0 Compact Definition: Trying Again

Tim Berners-Lee:

“**Web 1.0 was all about connecting people.** It was an interactive space, and I think **Web 2.0 is of course a piece of jargon**, nobody even knows what it means. If Web 2.0 for you is blogs and wikis, then that is people to people. But that was what the Web was supposed to be all along.”

Tim Berners-Lee (28. Juli 2006). developerWorks Interview

Web 2.0 hat Geschichte (Technik)



Jürgen Schiller García (2006-09-21). Web 2.0 Buzz Time bar

Web 2.0

flickr GAMMA TM

bebo

ebay [®]

 **myspace.com**
a place for friends

 **LIVEJOURNAL** TM

 **pipes** TM
beta

Google
Maps

 **del.icio.us**
social bookmarking

- community
- interaction
- mashups



[Ankolekar, Krötzsch, Tran, Vrandečić. The two cultures. WWW2007]

- Network effect
- Metcalfe's Law
 - Der Wert eines Netzwerks ist proportional zum Quadrat der Anzahl seiner Teilnehmer.
 - Quantität gegen Qualität?
- Wertvollstes Asset
 - Als Google YouTube kaufte, ging es nicht um Umsatz, Technologie, Leute ... sondern um Eyeballs

Interaktion

- Keine statischen HTML Seiten
- Flüssige Interaktionsmöglichkeiten
 - AJAX
- Intelligenz in der Webseite integriert
 - Applikationen statt Dokumente
 - Google Gears
 - Firefox 3 mit SQL DB
 - Schnellere Javascript-Engines

Mashups

- Daten aus verschiedenen Quellen integrieren
- Serendipity
 - Unerwartete Anwendungen
- User als Labor
 - Betas, „Invitation only“
- Erhöhung des Wertes durch User
 - Für Facebook gibt es 27,977 Erweiterungen (10 Jun 2008)

Web 2.0

- AJAX
- Blogs
- Wikis
- Tagging
- Mashups

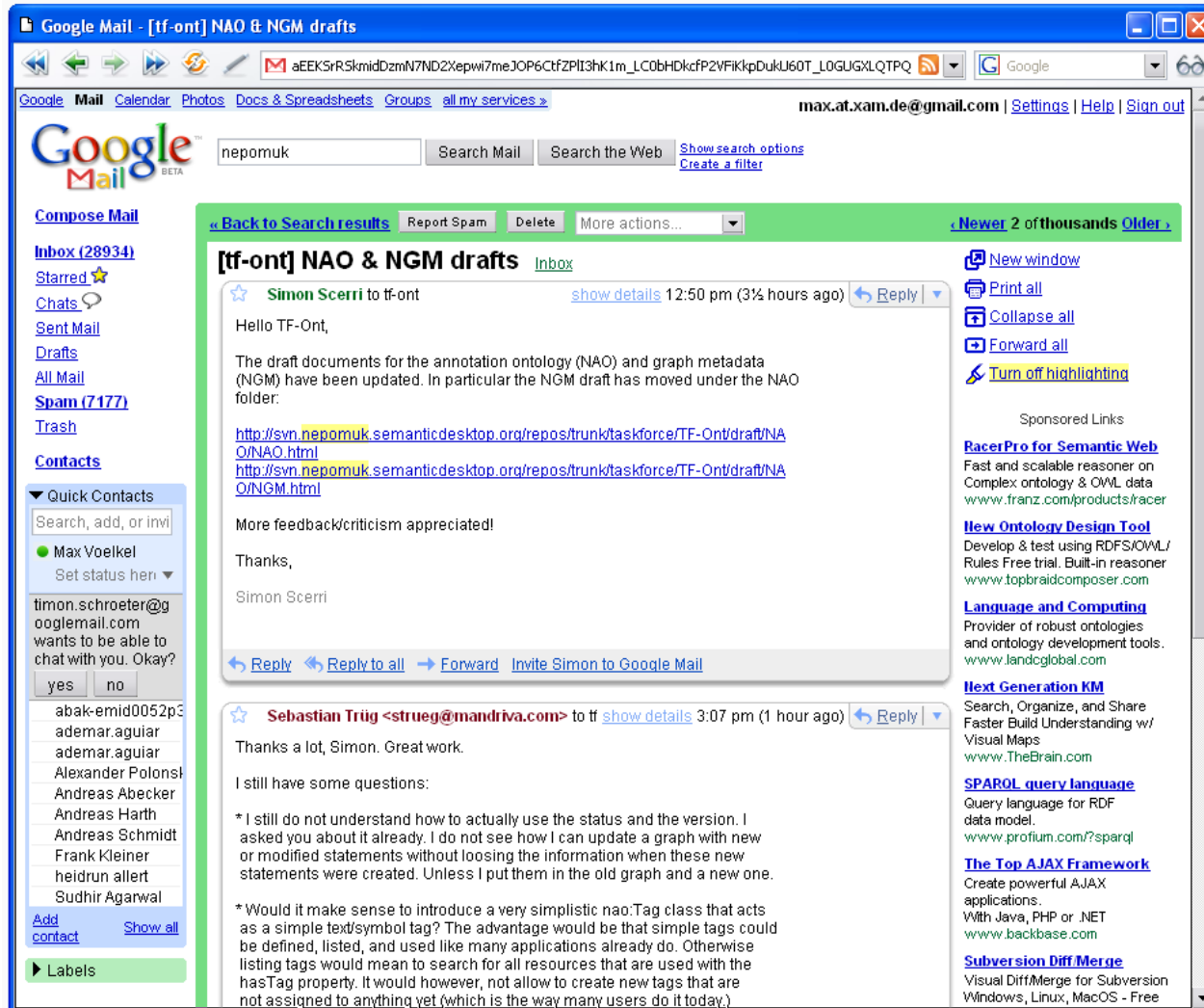
AJAX

- Blogs
- Wikis
- Taggings
- Mashups

- Asynchronous Javascript and XML
- HTML kann Scripte einbinden
 - üblicherweise Javascript
 - kann die DOM manipulieren
 - kann auf Events reagieren (MouseOver, Click, Focus...)
- Per HTTP Requests werden XML Daten nachgeladen

AJAX Beispiel

■ Google Mail – Ein Mailclient im Netz



The screenshot shows a web browser window displaying the Google Mail interface. The browser's address bar shows a long alphanumeric string. The Google Mail header includes navigation links like 'Google Mail', 'Calendar', 'Photos', 'Docs & Spreadsheets', 'Groups', and 'all my services'. The user's email address 'max.at.xam.de@gmail.com' is visible. The main content area shows an email from 'Simon Scerri to tf-ont' with a subject '[tf-ont] NAO & NGM drafts'. The email body contains a message about updated draft documents for the annotation ontology (NAO) and graph metadata (NGM), with links to specific drafts. The interface also includes a left sidebar with 'Compose Mail', 'Inbox (28934)', 'Starred', 'Chats', 'Sent Mail', 'Drafts', 'All Mail', 'Spam (7177)', 'Trash', 'Contacts', and 'Quick Contacts'. The right sidebar features 'Sponsored Links' with various ontology-related tools and services.

- AJAX

Blogs

- Wikis
- Taggings
- Mashups

Blogs

Was ist ein **Blog**?

KURZINFOS



Gedanken



Feedback



Fotos



Mobil

Ein **Blog** ist eine bedienerfreundliche Website, auf der Sie schnell und **kostenlos** Ihre Ideen, Informationen und mehr veröffentlichen und mit anderen austauschen können.



BloggerTM
beta

Die Beta-Phase ist beendet!

Dashboard

Ihre Blogs verwalten

Art Of The Day

158 Posts, zuletzt veröffentlicht am 19.12.2006

Anatomie eines Blogs

Thursday, January 11, 2007



Unbloggable time

As you probably noticed that I don't blog much. It's not because I'm not allowed to work anymore (on maternity leave :), but because my brain is busy with all kinds of unbloggable baby-to-come things. I have a few drafted posts that I will try to finish and few that didn't get posted due to the technical issues, so those might appear...

I guess blogging will be very sporadic coming weeks - my Flickr stream and Skype tagline could be more up-to-date with what is happening :)

Continued: [1 comments](#) | [TrackBacks](#) | [Links from other weblogs](#)
More on: [life](#)

Continued: [1 comments](#) | [TrackBacks](#) | [links from other weblogs](#)
More on: [life](#)

XML

Add your comment:

Name:

Email:

Web site:

Comment:



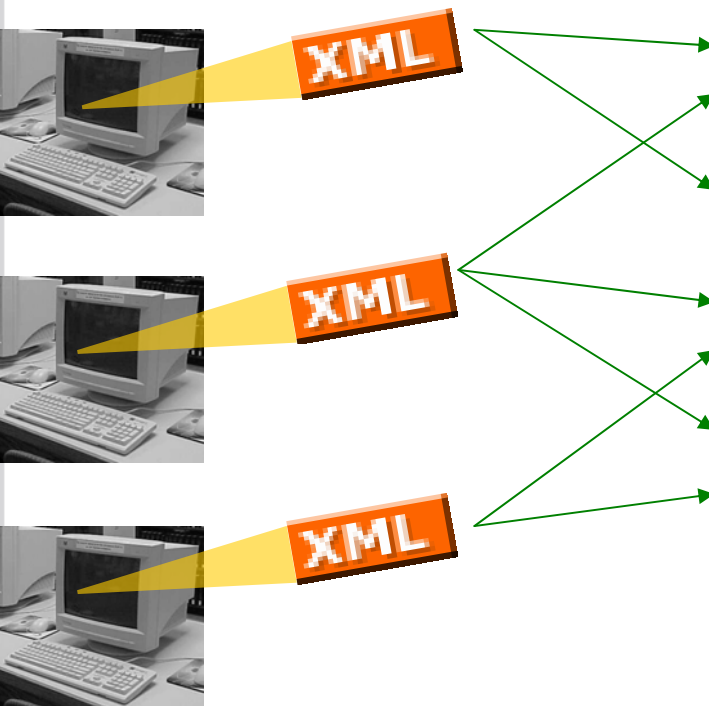
RSS

```
Quelle: http://blog.mathemagenic.com/rss.xml

Speichern Aus dem Cache neu laden

<?xml version="1.0"?>
<!-- RSS generated by Radio UserLand v8.2.1 on Mon, 22 Jan 2007 19:09:08 GMT -->
<rss version="2.0">
  <channel>
    <title>Mathemagenic</title>
    <link>http://blog.mathemagenic.com/</link>
    <description>on personal productivity in knowledge-intensive environments, weblog
research, knowledge management, PhD, serendipity and lack of work-life balance...</description>
    <language>en</language>
    <copyright>Copyright 2007 Lilia Efimova</copyright>
    <lastBuildDate>Mon, 22 Jan 2007 19:09:08 GMT</lastBuildDate>
    <docs>http://backend.userland.com/rss</docs>
    <generator>Radio UserLand v8.2.1</generator>
    <managingEditor>mathemagenic@gmail.com</managingEditor>
    <webMaster>mathemagenic@gmail.com</webMaster>
    <category domain="http://www.weblogs.com/rssUpdates/changes.xml">rssUpdates</
category>
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      <hour>1</hour>
      <hour>5</hour>
      <hour>6</hour>
      <hour>14</hour>
      <hour>16</hour>
      <hour>21</hour>
      <hour>9</hour>
      <hour>2</hour>
      <hour>3</hour>
    </skipHours>
    <ttl>60</ttl>
    <item>
      <title>Alexander</title>
      <link>http://blog.mathemagenic.com/2007/01/22.html#a1879</link>
      <description>&lt;P&gt;His name is Alexander. He is sweet and strong and it
seems that he&apos;s got this :). And all of us are learning how to play new games...&lt;/P&gt;
&lt;P&gt;21 January, 04:06&lt;/P&gt;</description>
      <guid>http://blog.mathemagenic.com/2007/01/22.html#a1879</guid>
      <pubDate>Mon, 22 Jan 2007 19:09:02 GMT</pubDate>
      <comments>http://radiocomments.userland.com/
```

RSS – Automatisiertes „abgrasen“ von News-Seiten



Newsfeeds - Opera

Datei Bearbeiten Ansicht Lesezeichen Widgets Feeds E-Mail Extras Hilfe

Neuer Tab Web ... Imag ... Alexa ... TC Intel ... Joho ... Tour ... Tech ... Newsfeeds

Newsfeeds (4869 ungelesen, 6227 gesamt)

Gelesen Löschen Kategorie Ansicht Schnellsuche

Von	Betreff	Datum	Größe	Kategorie
Thomas	User:Thomas	Heute 09:21:35	2,0 KB	
MarkWharton	MediaWiki	Heute 08:00:11	23 KB	
Skierpage	Talk:Semantic MediaWiki development activities	Heute 07:42:11	4,2 KB	
Max Völkel	Wiki Interchange Format	Montag 21:43:...	11 KB	
Clark and Parsia	So this is cyberspace...	Montag 20:55:...	7,3 KB	
Leo Sauermann	Sauermann's home - Kanaan/Kaiserslautern/DE 20...	Montag 20:54:...	2,2 KB	
Werner Thiemann	Semweb4j/Developing	Montag 20:39:...	6,7 KB	
Leo Sauermann	typo3 board 07 - podcast	Montag 19:53:...	3,4 KB	Keine Kategorie
82.181.5.170	RandomTestPage	Montag 19:50:...	2,2 KB	
JanneJalkanen	Sandbox	Montag 19:49:...	3,1 KB	
Danny Ayers	Unanticipated use for Semantic Web technology!	Montag 18:51:...	3,1 KB	
129.13.72.145	Africa	Montag 18:34:...	6,7 KB	
129.13.72.145	Africa	Montag 18:34:...	3,6 KB	
Chrissi	Google-Orakel	Montag 18:33:...	2,3 KB	
Frederick Giasson	Revision 1.03 of the Music Ontology	Montag 18:30:...	5,7 KB	
Leo Sauermann	Sauermann's home - Kanaan/Kaiserslautern/DE 20...	Montag 18:09:...	2,2 KB	
Michael Hausenblas	Comparison of RDFa to other metadata embedding...	Montag 17:13:...	2,3 KB	
YvesPiguet	NotNew	Montag 16:42:...	2,5 KB	
YvesPiguet	ReStructuredText	Montag 16:38:...	2,0 KB	
YvesPiguet	StructuredText	Montag 16:37:...	2,0 KB	
Tinderbox Wiki	AskHere	Montag 15:38:...	1,8 KB	
Max Völkel	RDF2Go	Montag 15:38:...	23 KB	

typo3 board 07 - podcast

Montag, 12. Februar 2007 19:53:00

Von Leo Sauermann

back to work, back to the web, just sitting on my couch with Rinne, a typo 3 guy who was with the T3BOARD07 - a snowboarding week of [typo3](#) geek and geekines.

watch their amazing video of a week of snow and party...

Colorful and entertaining report from the #1 TYPO3 event of the year!. T3BOARD07 was held in France, Les Deux Alpes, last week in January - the 6th time! 130 participants from 10 countries in Europe. You will see snow, people, girls, football, tour de chambres and what was on the agenda for the lucky ones. And some extra gags are thrown in.



[THE VIDEO](#)

Titel, Datum, Autor, Text

Zusammenfassung: Blogs

- **Einfachere Benutzungsschnittstelle** zum Aktualisieren
 - Webformular & simple Syntax statt FTP-Client & HTML-Editor
- **Einfache Organisation** der Inhalte
 - Automatisch zeitlich (neustes oben) statt manuell & hierarchisch
- **Einfachere Nutzung** der Inhalte
 - Perma-URLs, RSS-Reader statt Webseiten besuchen (Push)
- Öffentliche **Kommentare** (Trackback, bidirektionale Links)
 - Auf Webseite oder per Referenz, neues Problem: Spam

- AJAX
- Blogs

Wikis

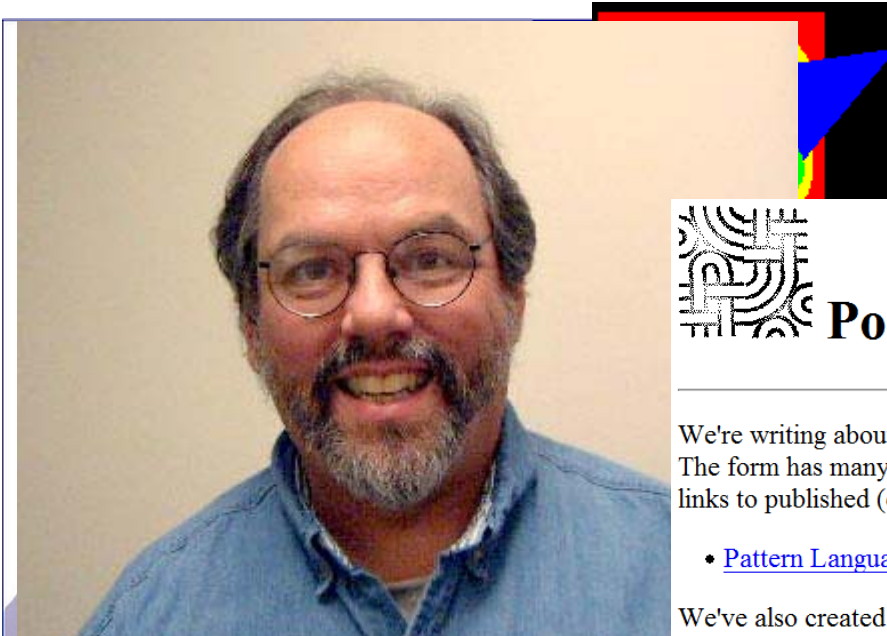
- Taggings
- Mashups

Long, long time ago...



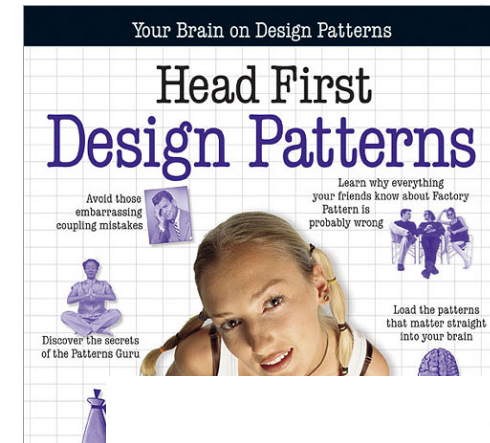
Using Pattern Languages for Object Oriented Programming, OOPSLA87

Design Patterns



Cover art © 1994 M.C. Escher / Gordon Art - Baum - Holland. All rights reserved.

Foreword by Grady Booch



Portland Pattern Repository

We're writing about computer programs in a new stylistic form called [pattern languages](#). The form has many internal references which map well to hypertext links. We've added links to published (or soon to be published) documents. Short summaries appear in the...

- [Pattern Language Catalog](#)

We've also created a space for exploring the not-quite-yet patterns we all carry around in our heads...

- [People, Projects & Patterns](#)

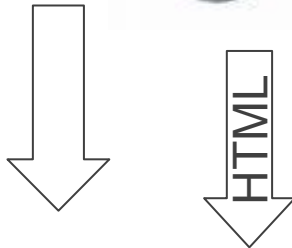
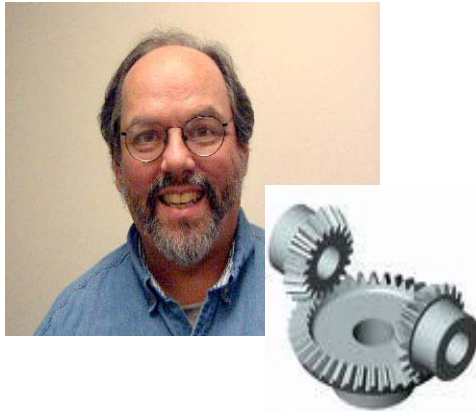
The Hillside Group's [Patterns Home Page](#) lists other pattern resources including papers, books, conferences.

New [survey results](#) are in. This form tallies survey responses as they are made. Have a look to see what people like about the repository. Then add your two-cents worth.

If you have questions or comments regarding this repository, please address them to ward@c2.com. Watch for improvements listed in [recent changes](#) and track the popular files on our [top-ten list](#). Thank you for visiting.

PLOP

Design Patterns Web Page



Singleton Pattern

If a system only needs one instance of a class, and that instance needs to be accessible in many different parts of a system, you control both instantiation and access by making that class a singleton.

Often, a system only needs to create one instance of a class, and that instance will be accessed throughout the program. Examples would include objects needed for logging, communication, database access, etc. You could pass such an instance from method to method, or assign it to each object in the system. However, this adds a lot of unnecessary complexity.

Or, you could make that single instance the responsibility of the class, and then query the class for the instance.

Therefore, let the class create and manage the single instance of itself, the *Singleton*. Wherever in the system you need access to this single instance, query the class.

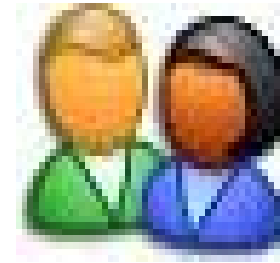
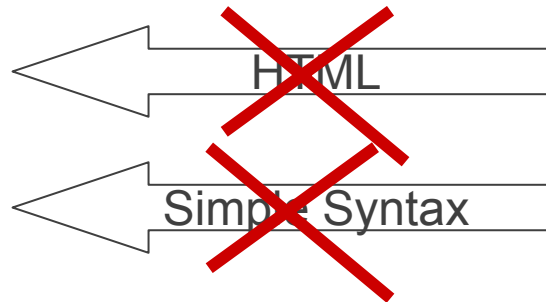
Simply put,

Ensure a class has only one instance, and provide a global point of access to it.

Resulting context

This unifies access (cf. [Narrow The Interface](#)) to the singleton, leaving parts of the system uninterested in the singleton unaffected by it. Further, because access is controlled by a class, that class method can include additional logic needed to handle these queries.

Singletons are most appropriate for services that do not change their nature based on their invocation context. A singleton can be created at startup based on context or be reset for larger scale state transitions. A lot of things fall into this category: logging, communication, database access, etc are candidates. (Most things, of course, do not fall into this category.)



SingletonPattern

Advice to visitors: [Spam is not allowed on this site](#). Unwanted links are removed before indexing is allowed. If you are new here, please consider reading [GoodStyle](#) before contributing. If you just want to try out how Wiki works, please edit [WikiWikiSandbox](#) instead of existing pages or adding new ones. Thank you.

Type the code word here then press to finish editing. Read [MoreAboutCodes](#).

If a system only needs one instance of a class, and that instance needs to be accessible in many different parts of a system, you control both instantiation and access by making that class a singleton.

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Or, you could make that single instance the responsibility of the class, and then query the class for the instance.

'''Therefore,''' let the class create and manage the single instance of itself, the `''Singleton.''` Wherever in the system you need access to this single instance, query the class.

Simply put,

☐ I can not type tabs. Please [ConvertSpacesToTabs](#) for me when I save.

[GoodStyle](#) tips for editing.

[EditPage](#) using a smaller text area.

[EditCopy](#) from previous author.

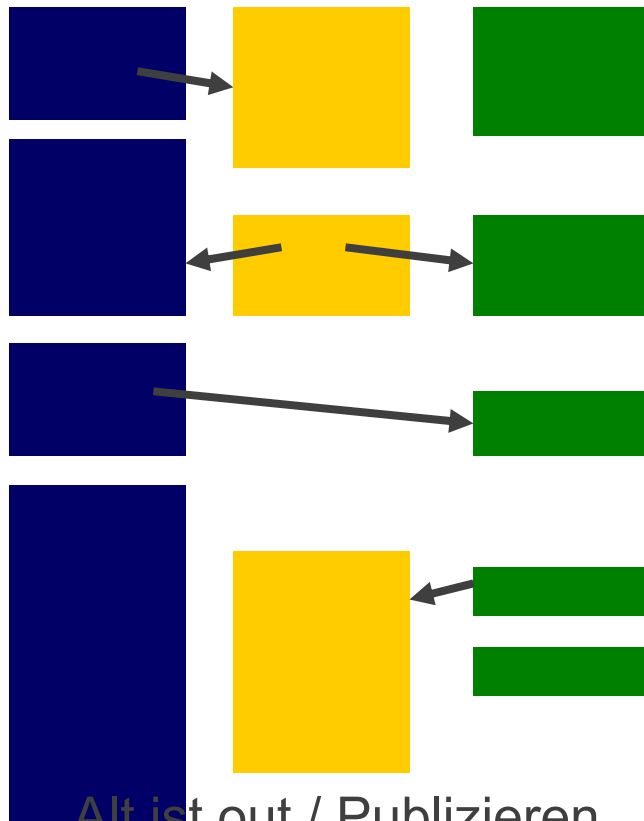


- Everyone can edit
 - Technology allows to edit
 - Syntax is easy to learn
- History of edits
 - Recent changes
 - Community building / Attribution
- Easy to revert
 - Important for fighting vandalism
 - No fear of breaking the system

Vergleich: Blogs und Wikis

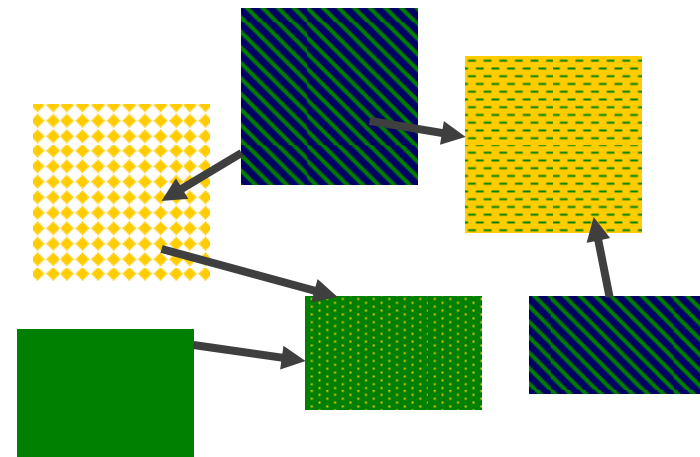
Blogs

„Gemeinsame denken,
einzeln schreiben“



Wikis

„Gemeinsame denken,
gemeinsam schreiben“



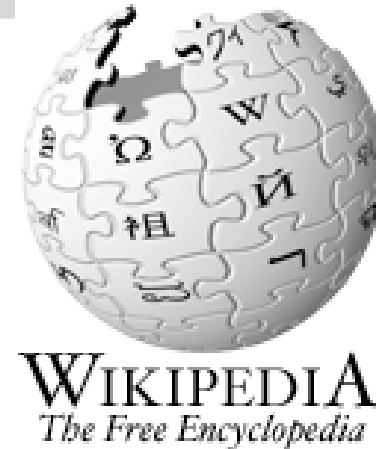
Wikipedia

A new encyclopedia





- Created March 2000
- Free, web based encyclopedia
 - Everyone can read
- Expert authors and editors
- Extensive formal peer review
- Until January 2001: 22 articles
- Side project: wiki-based Nupedia



- Created ~~March 2000~~ January 2001
- Free, web based encyclopedia
 - Everyone can ~~read~~ edit
- ~~Expert authors and editors~~
- ~~Extensive formal peer review~~
- Until January 2001: ~~22~~³¹ articles
- Until January 2002: 20,342 articles in 17 languages, 17,307 in English

Wikipedia growth

Year	Articles	English	Languages
2002	20,342	17,307	17
2003	133,129	98,475	25
2004	420,562	189,124	52
2005	1,311,697	438,289	162
2006	3,100,360	893,237	197
2007	6,062,262	1,559,619	250
2008	9,305,766	2,153,891	253

Wikipedia users

- 2.7 Mio registered users
- About 70,000 contributors
- 2% (1,400) make 73.4% of all edits

- Most content from wide user base
- Clean up / “gardening” by small group

[English Wikipedia, study by Aaron Swartz, 2005]

- AJAX
- Blogging
- Wikis

Tagging

- Mashups

Tagging

url

description

notes

tags

suggestions [semanticwiki](#) [semfs](#) [semantic](#) [semanticweb](#)

▼ recommended tags

[desktop](#) [nepomuk](#) [semanticweb](#)

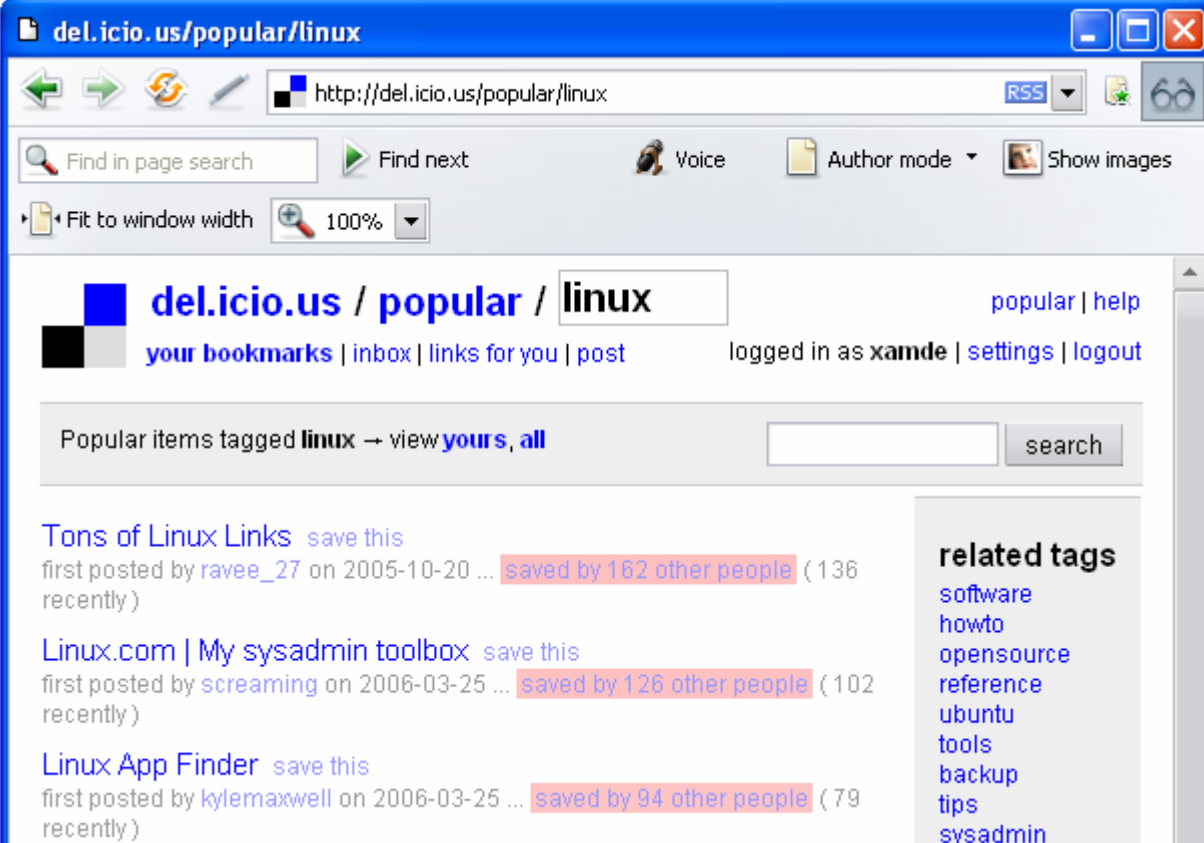
▼ your tags

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[+ wikipedia](#)

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[personalwiki](#) [pkm](#) [wiki](#)

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your bookmarks | inbox | links for you | post logged in as xamde | settings | logout

Popular items tagged linux → view yours, all

Tons of Linux Links save this
first posted by ravee_27 on 2005-10-20 ... saved by 162 other people (136 recently)

Linux.com | My sysadmin toolbox save this
first posted by screaming on 2006-03-25 ... saved by 126 other people (102 recently)

Linux App Finder save this
first posted by kylemaxwell on 2006-03-25 ... saved by 94 other people (79 recently)

related tags
[software](#)
[howto](#)
[opensource](#)
[reference](#)
[ubuntu](#)
[tools](#)
[backup](#)
[tips](#)
[sysadmin](#)

Tagging: Flickr.com

Tags / beach / clusters

SEARCH

(Or, try an [advanced search](#).)



[ocean](#), [sand](#), [sea](#), [water](#), [sunset](#), [waves](#),
[sky](#), [sun](#), [blue](#), [clouds](#)

➔ [See more in this cluster.](#)



[tree](#), [palm](#)

➔ [See more in this cluster.](#)



[brasil](#), [brazil](#)

➔ [See more in this cluster.](#)

Tagging

- Idee: Auszeichnen von Inhalten mit frei vergebenen Stichwörtern
- Neu: Gute (simple) Benutzungsschnittstellen für Tagging und Tag-basierte Suche
- Tag-Bundles, Tag-Hierarchien, ...
- Sozial: Kollaborativ (eigene Inhalte, gemeinsame Tags)

- AJAX
- Blogging
- Wikis
- Tagging

Mashups

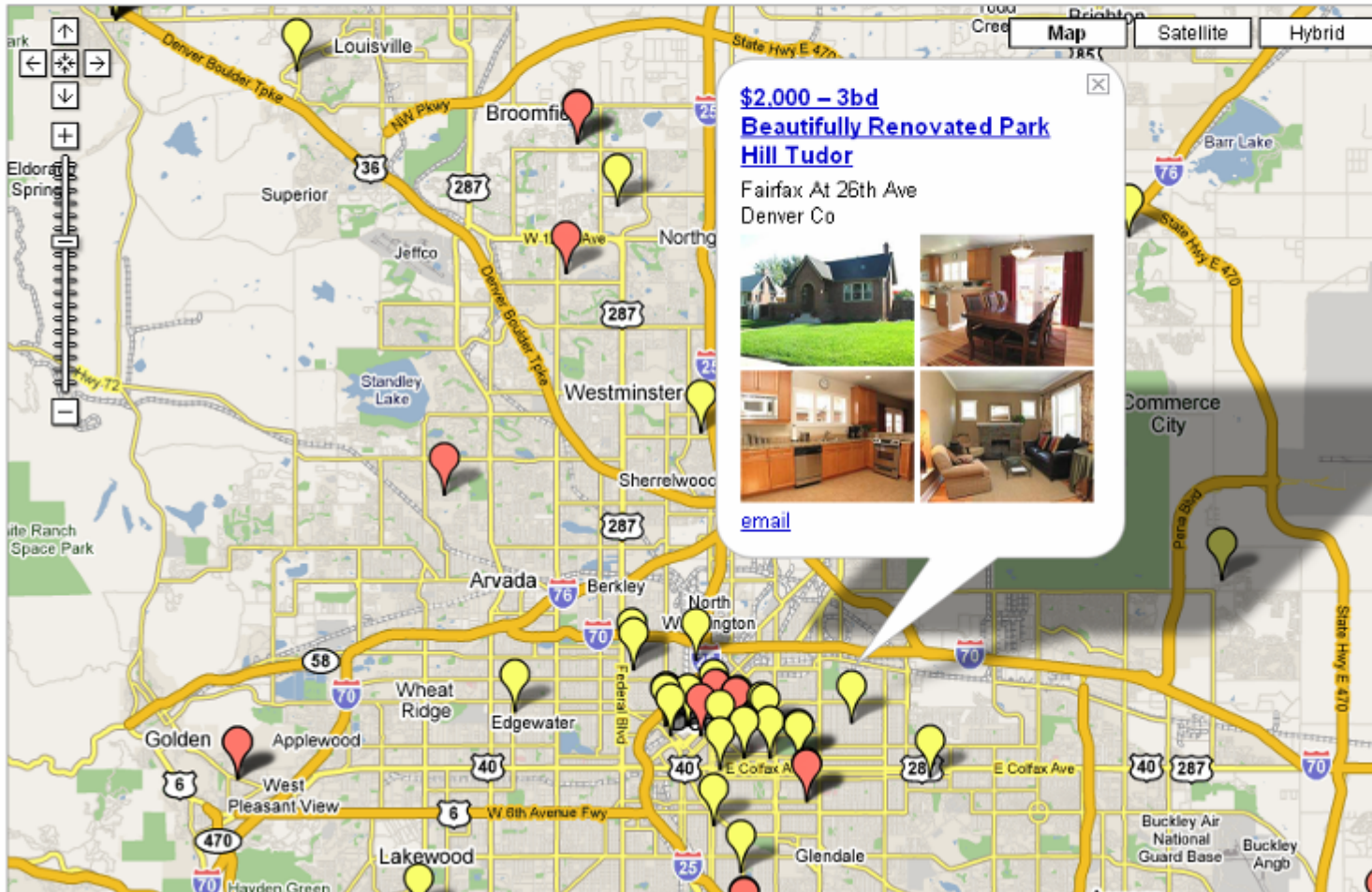
Mash-Up: Beispiel

http://www.housingmaps.com/

For Rent For Sale Rooms Sublets

City: Price: [Show Filters](#) [New](#) [Refresh](#) [Link](#)

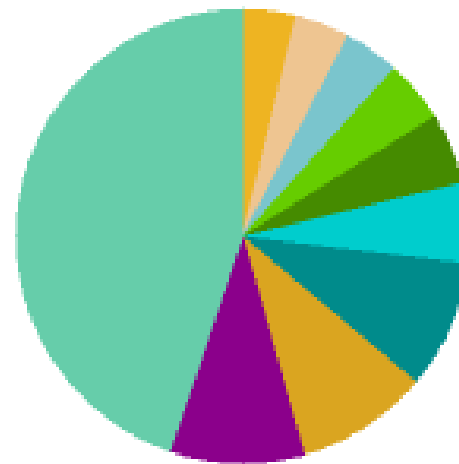
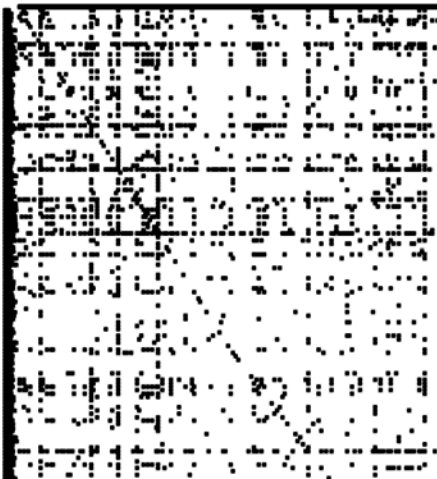
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pics	price	bd	description
	\$1725	3bd	5 Blocks to CU Campus 3-4 Avail. Fall 07
	\$1600	4bd	4 Bedrooms, 2 Full Baths, Ea
	\$1795	3bd	3 Bd/2Bath Mapleton Townh
	\$2000	5bd	Luxury Short Term Rental
	\$2000	5bd	large 5 bedroom
	\$1550	5bd	Remolded Ranch Home for R
	\$1900	3bd	Updated Open Floor Plan
	\$1850	3bd	Pre lease fall 07 - Next to ca
	\$1850	3bd	Sunny Uni Hill - Chautauqua
	\$1650	3bd	Unbelievable Location! 1 Bloc
	\$1700	3bd	City Park & BlueBird!
	\$1700	3bd	Great Deal on Home in on Per
	\$1700	4bd	Breckenridge
	\$1600	4bd	Huge corner lot home 3600 s
	\$1800	4bd	next to park large yard
	\$1600	4bd	Denver Central Townhouse
	\$1650	3bd	Ryland Home In Murphy Cree
	\$1650	3bd	Rent
	\$1600	3bd	Great Washington Park Bung
	\$1600	3bd	- Near Everything!
	\$1650	4bd	Fall Rental- Duplex Condo- W
	\$1650	4bd	Bike to Campus
	\$1650	4bd	Huge Victorian for rent!
	\$1650	2bd	Luxury Centennial Loft, 2 htd
	\$1650	2bd	underground parking, UTI/cable,
	\$1650	2bd	incl.

Mash-Ups

- „Aus zwei mach eins“
 - Craigs List: Google Maps und Immobilien-Inserate
- Programmableweb.com: 1535 web-APIs (2007)
 - Amazon
 - Delicious
 - Flickr
 - Google
 - GoogleMaps
 - Technorati
 - Yahoo
 - YouTube
 - data.gov

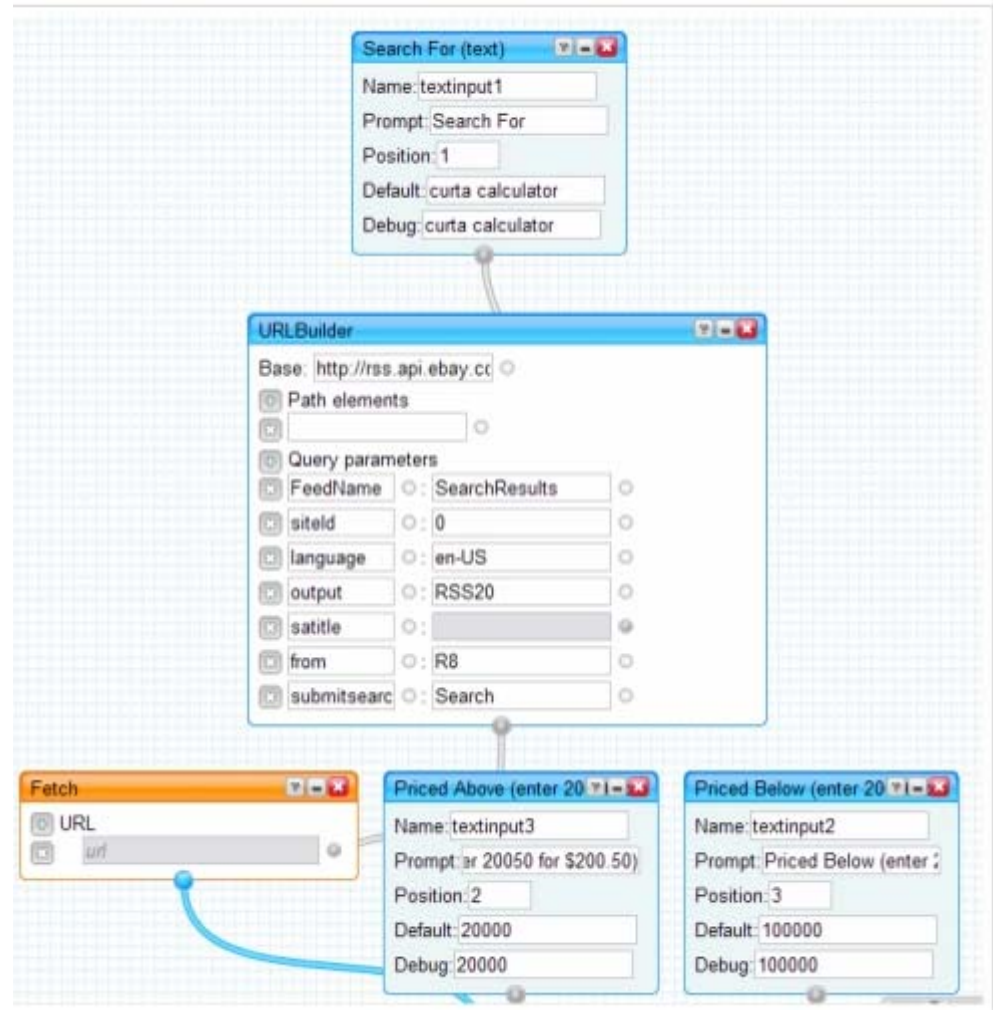


■	mapping (44%)
■	photo (9%)
■	search (9%)
■	shopping (9%)
■	travel (5%)
■	sports (4%)
■	video (4%)
■	news (3%)
■	messaging (3%)
■	realestate (3%)

ProgrammableWeb.com 02/12/07

Mash-Up: Zukunft

- 1. Yahoo Pipes
- 2. Semantic Web



Web 2.0 ist ...

- ... technisch: wenig Neues
 - Web-Benutzungsschnittstellen werden flüssiger
 - Desktop verlagert sich ins Web (Software als Service)
 - Vom Portal zur Plattform
- ... sozial: stärkere Ausbildung virtueller Gemeinschaften
 - Kollektiv von Nutzern schafft einen Mehrwert (Netzwerk-Effekte)
 - Aufmerksamkeit wird monetarisiert
- ... kulturell: Identitätsstiftend „Ich bin ein Blogger!“
 - Diese Webseite ist im „Web 2.0-Design“
- ... letztlich: Vor allem **Benutzungsfreundlicher**
 - Ein Hype. Nach 2.0 kommt 3.0. Nach 3.0 kommt 4.0.
Das Netz entwickelt sich weiter.

Kommerzielle Angebote

■ IBM

- Social Nets Analytics - tracks and analyzes what's being said about you on in blogs, feeds, articles
- Appliki - an "application wiki" (like JotSpot)
- Jamalyzer - multi-day cross-company conversations;
- Dogear - social bookmarking service
- Fringe - social network tool
- Blog and Wiki Central - blog aggregator

■ Intel „Suite Two“

- MovableType from SixApart (blog),
- SocialText (wiki)
- Simplefeed (RSS) and
- Newsgator (aggregator)





- Nächstes Mal: Semantic MediaWiki
(Gastvortrag Markus Krötzsch)
- 24. Juni 2009: Semantic Web 2.0 im Allgemeinen
- Übung am 15. Juni wird verschoben
 - Stattdessen später im Semester freiwillige Vorträge
- Folien und Bilder von Max Völkel, Anupriya Ankolekar, xkcd, und manch anderer Quelle
- Seminar *Applications of Linked Open Data* im WS
- Abschlussarbeiten auf Anfrage